

KC BizCare – Business Customer Service Center

DATE: April 19, 2012

TO: Richard Usher, Assistant to the City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – March 2012

In March we made 357 referrals to 18 separate local, state and federal government offices. Helping customers identify government requirements remains an important part of the work we do.

Nearly 45 percent of the people we interacted with last month said they were starting a business for the first time. Regardless of how well these individuals know their product or service they will encounter some aspect of business: planning, cost estimation, bookkeeping...that is unfamiliar. The more knowledge we have about the services offered by area resource partners the better we can connect these customers with the resources they need. Here are a few examples of connections we made in March:

- Sharon received a call from a young man who has had some success with a new construction contracting firm. She referred him to a construction cost estimating class offered by the UMKC Small Business and Technology Development Center, linked him with a minority business development specialist at EDC and let him know about a microlending seminar.
- A woman contacted Angelene to talk about potential locations for a new food and beverage establishment in Kansas City, Missouri. The woman has a full time job and she operates a part time catering business in Kansas. Angelene helped her identify competitors with similar business models in other cities. The woman decided she needed more help with planning and Angelene referred her to KCSourcelink.
- A local non-profit organization contacted John about requirements for setting up a coffee shop at
 a specific location. John referred them to the City Planning and Development Department's
 (CPD) Building Code Question Line, the Health Department's Food Protection Division and a
 SCORE volunteer who has extensive experience in the food service industry. Jason Hoffman,
 the KC BizCare intern from Rockhurst University, worked with CPD statistician Steve Lebofsky
 who generated a demographic report that helped the organization learn more about their
 prospective market.

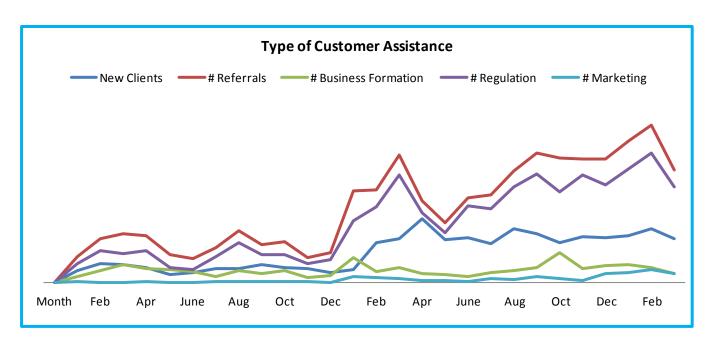
In addition to the 18 networking interactions in March we also participated in our third strategic planning meeting facilitated by the Human Resources Education and Development Division. We are focused on learning in order to provide relevant and timely information to our customers.

Referrals to City, State, Federal Departments & Resource Partners - March 2012						
Entity	Type of Referral	Referrals				
City Departments						
Finance - Business Licensing	Regulatory	104				
Finance - Earnings Tax	Regulatory	1				
General Services - Procurement	Business Formation	1				
Health - Food Protection	Regulatory	8				
Human Relations - M/WBE Program	Business Formation	3				
Neighborhood & Community Services - Regulated Industries	Regulatory	2				
Planning & Development - Building Codes	Regulatory	2				
Planning & Development - Citywide Planning	Business Formation	1				
Planning & Development - Development Management	Regulatory	8				
Planning & Development - Home-based Business, IB # 117	Regulatory	61				
Planning & Development - Permits Division	Regulatory	10				
Planning & Development - Zoning Clearance	Regulatory	131				
Public Works - Street Closure	Regulatory	1				
Public Works - Traffic Data	Business Formation	1				
State Departments		'				
Missouri Dept of Revenue	Regulatory	3				
Missouri Secretary of State	Regulatory	12				
Federal Departments & Agencies	regulatory	12				
RS Small Business & Taxpayer Information	Pagulaton	6				
Small Business Administration	Regulatory Business Formation	2				
Resource Partners	Business Formation					
	Degulatory	4				
Cass County Health Department	Regulatory	1				
City of Independence - Business Licensing Office	Regulatory Business Formation	1				
Economic Development Corporation - Mike Hughes	2 40200 . 041.0	1				
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	6				
Google - Get Your Business Online	Business Form/Marketing	7				
H & R Block Business and Career Center	Business Formation	2				
Hispanic Chamber of Commerce of Kansas City	Business Form/Marketing	1				
Hispanic Economic Development Corporation	Business Form/Marketing	5				
Independence Regional Ennovation Center	Business Formation	2				
nternet Webpage Information	Business Form/Marketing	2				
Justine Petersen Micro-lending Program	Business Formation	9				
Kansas City Downtown Council	Business Form/Marketing	3				
Kansas City Volunteer Lawyers and Accountants for the Arts	Business Formation	1				
KCSourceLink	Business Form/Marketing	7				
MidAmerica Minority Supplier Development Council	Business Form/Marketing	1				
Midwest Center for Nonprofit Leadership	Business Formation	1				
Northeast Kansas City Chamber of Commerce	Business Form/Marketing	4				
Platte County Area Chamber/ Economic Development Council	Business Form/Marketing	1				
SCORE of Kansas City	Business Formation	1				
Small Business Development Center - Johnson County, KS	Business Formation	1				
Small Business Development Center - UMKC	Business Formation	4				
The Freelance Exchange of Kansas City	Business Form/Marketing	1				
Total Referrals:		419				

Networking Contacts	March 2012
Entity	Date
Regulated Industries	3/1/2012
Social Media Club of Kansas City	3/2/2012
Greater Kansas City Chamber of Commerce	3/6/2012
City Plan Commission	3/6/2012
Housing Authority of Kansas City, Missouri	3/7/2012
EDC - Business Retention and Expansion Committee	3/8/2012
Kansas City Downtown Council	3/14/2012
Metropolitan Community College - Penn Valley	3/14/2012
EDC - Mike Hughes, Business Retention	3/15/2012
Northland Regional Chamber of Commerce	3/15/2012
MainCor Development Corporation	3/16/2012
Mayor Sly James	3/19/2012
Kansas City Downtown Council	3/21/2012
Kansas City Volunteer Lawyers for the Arts	3/22/2012
Information Technology Department	3/22/2012
Rockhurst University	3/22/2012
H & R Block Business & Career Center	3/26/2012
Greater Kansas City Chamber of Commerce	3/27/2012

Month	First Time in Business	New Clients	%	Home-based Business	%
August	22	200	11.0%	77	38.5%
September	56	180	31.1%	56	31.1%
October	40	148	27.0%	47	31.8%
November	45	170	26.5%	45	26.5%
December	48	166	28.9%	41	24.7%
January	59	175	33.7%	55	31.4%
February	86	201	42.8%	72	35.8%
March	72	161	44.7%	61	37.9%
	428	1401	30.5%	454	32.4%





Active Clients June 2009 - Nov 2011	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518
Month of 2012	Jan	Feb	Mar
Number of referrals	524	586	419
Number assisted with business formation	66	57	33
Number assisted with regulatory/licensing	421	483	354
Number assisted with marketing	37	47	32
% of walk-ins assisted within 10 minutes	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%
% of clients follow-up within 3 weeks	N/A	N/A	N/A
Number of networking events	4	20	18
Average satisfaction rate YTD	10	10	10

This is how the data breaks out by industry/business act	ivity:		
2011 Business Customers by NAICS Code			
Primary business activity:	#	%	
Agriculture, forestry, fishing	3	0.1%	
Mining	2	0.1%	
Utilities	2	0.1%	
Construction and trades	241	12.0%	
Manufacturing	78	3.9%	
Wholesale trade	60	3.0%	
Motor vehicle parts & dealers	121	6.0%	
Retail trade/including electronic shopping	330	16.5%	
Transportation/warehousing	56	2.8%	
Information/communication	27	1.3%	
Finance/insurance	38	1.9%	
Real estate/ rental leasing	54	2.7%	
Professional/scientific/technical services	169	8.4%	
Administrative support / waste management services	210	10.5%	
Educational services	20	1.0%	
Healthcare and social assistance	70	3.5%	
Arts, entertainment, or recreation	79	3.9%	
Accomodations or food service	167	8.3%	
Other services, including repair and personal services	254	12.7%	
Religious, grant making, civic organizations	20	1.0%	
Total:	2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

